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ST-28 Cont. 2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

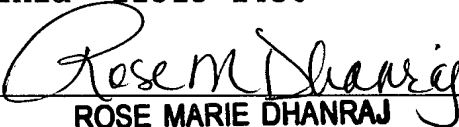
Applicants : Steven M. Schein et al.
Application No. : 09/810,324 Confirmation No.: 9059
Filed : March 16, 2001
For : SYSTEMS AND METHODS FOR LINKING
TELEVISION VIEWERS WITH ADVERTISERS AND
BROADCASTER
Group Art Unit : 2623
Examiner : Omar S. Parra

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

EXPRESS MAIL CERTIFICATIONEXPRESS MAIL LABEL No. EM015927961USDate of Deposit October 3, 2007

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Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450


ROSE MARIE DHANRAJ

Enclosures:

1. Reply to Office Action dated 7/05/2007;
2. Transmittal Form (in duplicate);
3. Replacement Drawing Transmittal Sheet (in duplicate);
4. One (1) Replacement Drawing Sheets;
5. One (1) Amended Drawing Sheet;
6. Return receipt postcard.

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**TRANSMITTAL
FORM**

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

Application Number

09/810,324 (Conf. No. 9059)

Filing Date

March 16, 2001

First Named Inventor

Steven M. Schein

Art Unit

2623

Examiner Name

Omar S. Parra

Attorney Docket Number

ST-028 Cont 2

ENCLOSURES (Check all that apply)

Fee Transmittal Form



Fee Attached



Amendment/Reply



After Final



Affidavits/declaration(s)



Extension of Time Request



Express Abandonment Request



Information Disclosure Statement;



Certified Copy of Priority Document(s)

Reply to Missing Parts/
Incomplete ApplicationReply to Missing Parts
under 37 CFR 1.52 or
1.53

Drawing(s)

One (1) Replacement
Drawing Sheets; One (1)
Amended Drawing Sheet

Licensing-related Papers



Petition

Petition to Convert
to a Provisional
ApplicationPower of Attorney,
Revocation Change of
Correspondence
Address

Terminal Disclaimer



Request for Refund



CD, Number of CD(s)

Landscape Table on
CD

After Allowance Communication to TC

Appeal Communication to Board of
Appeals and InterferencesAppeal Communication to TC (Appeal Notice,
Brief, Reply Brief)

Proprietary Information



Status Letter

Other Enclosure(s) (please identify below):
Return Receipt Postcard; and
Replacement Drawing Transmittal
Sheet (in duplicate).

Remarks

☒ The Director is hereby authorized to charge any fees which may be required, or credit any overpayment, to Deposit Account Number 06-1075. A duplicate copy of Transmittal Form is enclosed.**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

Firm Name

Ropes & Gray LLP

Signature



Printed name

Paul E. Leblond

Date

October 3, 2007

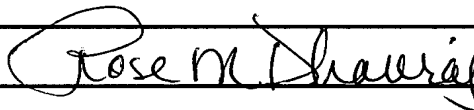
Reg. No.

58,397

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as Express Mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:

Signature



Typed or printed name

ROSE MARIE DHANRAJ

Date

October 3, 2007

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

I hereby certify that this correspondence is being deposited with the U.S. Postal Service with sufficient postage as Express Mail, in an envelope addressed to: MS Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date shown below.

Date: October 3, 2007 Signature: Rose Marie Dhanraj

ROSE MARIE DHANRAJ

Express Mail Label No. EM015927961US

Docket No.: ST-028 Cont 2
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Steven M. Schein et al.

Application No.: 09/810,324

Confirmation Number: 9059

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Art Unit: 2623

For: **SYSTEMS AND METHODS FOR LINKING
TELEVISION VIEWERS WITH
ADVERTISERS AND BROADCASTERS**

Examiner: Omar S. Parra

TRANSMITTAL OF REPLACEMENT DRAWINGS FOR PUBLICATION

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Submitted herewith is one set (1 sheet, 1 figure) of Figure 4 which has been amended. Also enclosed is an annotated sheet detailing the changes made in Figure 4. Kindly replace the enclosed Figure 4 with the Figure 4 submitted with the originally filed application.

Applicant believes no fee is due with this response. However, if a fee is due, please charge our Deposit Account No. 06-1075, from which the undersigned is authorized to draw.

Dated: October 3, 2007

Respectfully submitted,

By Paul E. Leblond
Paul E. Leblond
Registration No. 58,397
Agent for Applicants
Ropes & Gray LLP
Customer No. 1473
1211 Avenue of the Americas
New York, New York 10036
Tel.: (212) 596-9000
Fax: (212) 596-9090